The New York Times

Stuart Elliott, the advertising columnist, answers questions from readers each week.

Q. *What is the story behind the Cartier commercial the ran on the March 4 episode of "The Good Wife"? It was the most preposterous but mesmerizing commercial I've ever seen, with the mesmerizing exception of the "1984" Apple commercial. And long, too.*

Q. *Last night while watching "The Good Wife," on DVR, I actually stopped the fast-forward to view a beautiful spot for Cartier. It was unusual due to the fact that it was long and stunning. But more interesting to me is why Cartier, which doesn't usually run TV ads, would do this ad, and in March. What is the motivation?*

Q. *I'd love to know more about the breathtaking "film" I saw on television last night from Cartier. It reminds me of some of the earlier, wonderful "Share the fantasy" Chanel No. 5 commercials.*